

FAQs

What is Humanology for Good?

Humanology for Good is Jan Kelley's Corporate Philanthropic Program. Launched in 2023, this initiative is dedicated to helping organizations transform and succeed in an increasingly digital world.

What is the donation amount?

Jan Kelley is donating \$100,000 in marketing support to a deserving organization in Southern Ontario.

Who does Humanology for Good support?

Registered not-for-profit and charitable organizations in Southern Ontario (including local charities) looking to reinvent their approach to marketing.

What are the eligibility and/or evaluation criteria?

Please see [here](#) for Humanology for Good's Eligibility and Submission Criteria.

How do I submit an application?

Please follow [this link](#) and complete the submission Form. You will receive an email confirming your application as soon as it is received.

Is there a word count limit for each question in the form?

Yes. Each answer can be a maximum of 500 words.

Is there a cost to submit an application?

No. There is no cost associated with application submission.

What is the submission deadline?

The submission deadline is December 15, 2025 at 11:59 PM ET. After this time, the application form will be disabled.

Who evaluates and chooses an organization?

Jan Kelley is the only party responsible for evaluating all applications and choosing a Humanology for Good Partner of the Year, by leveraging the Eligibility and Evaluation Criteria found [here](#).

When will organizations be notified of the status of their application?

All organizations (including the chosen organization) will be notified on before February 13th, 2026.

How many organizations are chosen each year?

One organization is chosen annually.

Does my submission need to include a video?

No. Your submission can include any of the following: video, PDF, JPG, text, etc. You can choose any format that best tells your organization's story.

Can local organizations apply?

Yes! We welcome local organizations and charities within Southern Ontario to apply and are honoured to support our local communities.

How is the donation awarded to the chosen organization?

Jan Kelley has the ultimate decision about how the in-kind work is allocated. A formal Scope of Work (Approach, Outcomes, Timeline, Parameters, Expectations, etc.) will be developed and signed prior to project kick-off.

Can the organization request for the funds to be donated directly to the cause?

No. Jan Kelley's commitment is over \$100,000 of in-kind work only.

Does the donation amount include hard costs?

No. Jan Kelley's commitment is donating \$100,000 of in-kind work only. Should there be any hard costs associated with the execution of the project, the organization is responsible for these.

Can an organization re-apply in future years whether or not it was chosen in previous years?

Yes. Any eligible organization can re-apply in future years and its application will be subject to evaluation in a given year.

Can I submit additional information with my application?

Yes. Any additional information can be uploaded as attachments when submitting your application [here](#).

Who can I contact if I have any questions or am having issues submitting my application?

For questions and/or requests for help, please email Geoff Redwood at gredwood@jankelley.com

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